

U.S. Patent Application Serial No. **09/754,086**
Amendment filed November 30, 2004
Reply to OA dated June 30, 2004

REMARKS:

Claims 1-18 are currently being considered, all of which have been amended. Claims 19-27 have been canceled without prejudice or disclaimer of their subject matter. No new claims have been added. Applicants believe that no new matter has been introduced.

A certified copy of foreign priority document 2000-254965 was filed August 31, 2004.

The specification has been amended to further clarify different phrases such as “first points”, “second points”, “consumer points”, and “consumer’s points”.

Claims 1 and 23-26 stand rejected under 35 USC §101 as being directed to non-statutory subject matter. Claim 1, as amended, sets forth an invention within the technological arts. In view of the foregoing, Applicants respectfully submit that this rejection should be withdrawn.

Claims 1, 3-5, 9-12, 15, 16, 19-22 and 23-25 stand rejected under the second paragraph of 35 USC §112 because of various noted informalities. Claims 1-18 have been amended to clarify the claimed subject matter. In view of the foregoing, Applicants respectfully submit that this rejection should be withdrawn.

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Sakakibara:

Claims 1, 3-7, 9-12, 14, 26, and 27 stand rejected under 35 USC §102(e) as anticipated by USP 6,721,743 (**Sakakibara**).

Claims 2, 8 and 13 stand rejected under 35 USC §103(a) as obvious over **Sakakibara**.

Applicants respectfully traverse these rejections.

According to the principles of the present invention, independence between servers is kept in order to exchange points. From the second server, who issues second points and makes assignment to the first server by the first server's request, the third server exchanges points. Accordingly, identification to the second server and one to the third server are independent of each other, and from the viewpoint of the terminal computer, separate identification is carried out. On this point, **Sakakibara** is silent.

After point exchanging, the second server is notified that the point is exchanged to the second point.

According to the principles of the present invention, point exchanging is carried out by settling an intermediate value, accordingly, every point is exchanged to another point after exchanging to intermediate value. Thus, when new point is generated, if exchange rate between intermediate value and the new point is settled, exchanging becomes easy. Otherwise, at every handling of new point new exchanging rate between all new point and all other kind of point has to be determined.

Sakakibara fails to describe, teach, or suggest the following features set forth in claim 1, as amended: “(d) said first server forming a communication link with a second server which issues the first points and referring to the possession right of said first points; (e) said second server assigning the possession right of the first points to said first server after confirming the possession right based on the identification information; (f) said first server obtaining a total number of points based on said exchange rate, forming a communication link to a third server who issues originally a second points the consumer desires to be exchanged and requesting to obtain a designated number of points; (g) said third server confirming if the requested second points are possessed, when possessed, requesting to select the identification information in order to make use of the second points of said third server through the first server from said terminal computer; (h) said third server receiving said selected identification information of making use of the second points of said third server from said terminal computer and giving said second points; (i) said first server transmitting the information that is exchanged from said first points to the second points which are issued from the third server to said

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second server”, in combination with the other claimed features.

Sakakibara fails to describe, teach, or suggest the following features set forth in claim 9, as amended: “(d) the first server forming the communication link to the second server which issues the first point and referring the possession right of the first point, (e) the second server assigning the possession right to the first server after confirming the possession right based on the identification information, (f) the first server obtaining the total number point based on the exchanging rate, forming the communication link against the third server who issues the point which is described to be exchanged by the consumer and requesting to obtain the appointed number of point, (g) the third server confirming if the desired point is possessed, if possessed, requesting to select the identification information in order to make use of the point of the third server via the first server through the terminal computer, (h) the third server receiving from the terminal computer the selected identification information which is for making use of the point of the third server and assigning the second point, (i) the first server transmitting the information of the second point which is exchanged from the first point and issued from the third server to the second server”, in combination with the other claimed features.

Thus, in view of the above, Applicants respectfully submit that these rejections should be withdrawn.

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Freeman:

Claims 15-18 and 20-25 stand rejected under 35 USC §103(a) as obvious over USP 6,450,407 (**Freeman**).

Applicants respectfully traverse this rejection.

In accordance with the principles of the present invention, in a card, a program for controlling the terminal computer is memorized. Accordingly, if the computer is changed, the card can exchange the point.

Freeman fails to describe teach, or suggest that following features set forth in claim 15, as amended: “makes the server corresponding to the URL information corresponding to the advertising selected by the consumer accessed, makes the recent usable point number obtained by the server by operating of the point number corresponding to the accessing process in addition received from the corresponding server, makes the usable point number recorded before the operation renewed to the received recent usable point number”, in combination with the other claimed features.

Thus, in view of the foregoing, Applicants respectfully submit that this rejection should be withdrawn.

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In view of the aforementioned amendments and accompanying remarks, claims, as amended, are respectfully believed to be in condition for allowance, which action, at an early date, is requested.

In the event that this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. Please charge any fees for such an extension of time and any other fees which may be due with respect to this paper, to Deposit Account No. 01-2340.

Respectfully submitted,

ARMSTRONG, KRATZ, QUINTOS,
HANSON & BROOKS, LLP

Darren R. Crew

Darren R. Crew

Attorney for Applicants

Reg. No. 37,806

DRC/llf
Atty. Docket No. **001763**
Suite 1000
1725 K Street, N.W.
Washington, D.C. 20006
(202) 659-2930



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Enclosure: Petition for Extension of Time